

## Background on U. S. Perfin Users

AFTER FIVE DAYS RETURN TO  
PORTLAND RAILWAY, LIGHT & POWER CO.  
ELECTRIC BLDG., BROADWAY & ALBINA STS.  
PORTLAND, OREGON



Edwin C. Haack (#770) of Portland, Ore., has submitted some interesting background information on two U.S. Perfin users, which is reproduced on this page. The users covered are the Portland Railway, Light & Power Company, and Elbert Hubbard.

It occurs to the editor that more such run-downs on Perfin users might be of considerable interest to our membership. Any member who can provide information on one or more users, is invited to submit it to the Bulletin.

### PORLAND RAILWAY, LIGHT & POWER COMPANY

Southward and eastward out of Portland, the Portland Traction Company and its predecessors operated two major routes. The older route, one of the first interurban lines in the United States, extended southward 14 miles to Oregon City, and was placed in operation February 16, 1893, as the East Side Railway. The second and longer route extended 36 miles southeastward to Cazadero. This was completed in 1903 after the East Side had been reorganized and absorbed by the Oregon Water Power and Railroad Company, with a new route built out of Portland parallel to the old line but closer to the river.

The Cazadero line was projected in part to facilitate the parent company's construction of a power plant on the Clackamas River, and was designed to handle carload freight from the beginning. In 1909 a branch was built to Troutdale from a point just west of Gresham, and in 1912 the company acquired the Mount Hood Railway and Power Company which, on August 1, 1911, had completed an east-west line from Montavilla (northeast of Portland) to Bull Run, crossing the Troutdale branch at Ruby. The lines reached downtown Portland on their own tracks, crossing the Willamette on a street bridge.

In 1906 the system was merged into the Portland Railway, Light and Power Company, together with the city lines (Portland Rail-

way) and the power system (Portland General Electric). For several decades thereafter the company, controlled by the E. W. Clark interests of Philadelphia, provided an integrated transit, interurban, and electric system. In 1924 the company was renamed Portland Electric Power Co. (PEPCO). In 1946, PEPCO sold the city system to the Portland Transit Company.

From the above, it may be seen that Portland Railway, Light & Power Company lasted, as such, until 1924. Its corner card is shown above, along with its PR/LP Perfin pattern (P-195).

### ELBERT HUBBARD

The Roycroft mark which comprises Perfin Design #14 was first used by Cassiodorus, a monk who lived in the Middle Ages. He was one of the first book binders and on every book he placed his mark, which was the cross and circle representing Unity and Infinity.

When Elbert Hubbard adopted this colophon as his own mark, he divided the circle into three parts, signifying Faith, Hope and Love, and added the "R" to stand for Roycrofters. The name "Roycrofters" is coined from roi craft or Royal Craftsman, and as such may be interpreted as the King's Craft.

Elbert Hubbard (1854-1915) was an American philosopher and writer who was a master of pungent one-liners reflecting his views on life, education, the martial, and politics. Hubbard's corner card is shown below, along with his Perfin pattern (Design #14).

The Perfin pattern continued to be used after Hubbard's death by the Roycroft Shop in East Aurora, N.J. (as indicated by a 1918 cover in the editor's collection).

From Elbert Hubbard,  
East Aurora, which is in  
Erie County, New York

